WHAT IS CLAIMED IS:

- 1. A ready-to-use composition for dyeing keratin fibers, comprising:
- (i) at least one cationic direct dye chosen from compounds of formulae (I), (III) and (III') below, and
 - (ii) at least one thickening polymer;
- (a) wherein said compounds of formula (I) are chosen from compounds of formula:

$$A - D = D - N R_1$$

$$X \cdot R_2$$
(I)

in which:

D is chosen from a nitrogen atom and a -CH group,

 R_1 and R_2 , which may be identical or different, are chosen from a hydrogen atom; a 4'-aminophenyl radical; and C_1 - C_4 alkyl radicals which can optionally be substituted with a radical chosen from -CN, -OH and -NH $_2$ radicals; or

R₁ and R₂ may form, with each other or with a carbon atom of the benzene ring of formula (I), a heterocycle optionally containing a heteroatom chosen from

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oxygen and nitrogen, which can be substituted with at least one radical chosen from C₁-C₄ alkyl radicals;

 R_3 and R'_3 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, a cyano radical, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and acetyloxy radicals,

X⁻ is chosen from anions,

A is chosen from structures A_1 to A_{19} below:

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A₁₀

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A₁₆

Α,.

A₁₈

and

13

R₄

in which:

 R_4 is chosen from C_1 - C_4 alkyl radicals which can be substituted with a hydroxyl radical, and

R₅ is chosen from C₁-C₄ alkoxy radicals, and

wherein when D represents -CH, when A represents A_4 or A_{13} and when

R₃ is not an alkoxy radical, R₁ and R₂ are not both a hydrogen atom;

wherein said compounds of formula (II) are chosen from

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compounds of formula:

$$B-N=N$$

$$X$$

$$R_{9}$$

$$R_{8}$$

$$R_{9}$$

$$R_{1}$$

$$R_{1}$$

$$R_{2}$$

$$R_{3}$$

$$R_{4}$$

$$R_{5}$$

$$R_{7}$$

in which:

R₆ is chosen from a hydrogen atom and C₁-C₄ alkyl radicals,

 R_7 is chosen from a hydrogen atom, alkyl radicals which can be substituted with a species chosen from a -CN radical and an amino group, and a 4'-aminophenyl radical, or forms, with R_6 , a heterocycle optionally comprising at least one heteroatom chosen from oxygen and nitrogen, which can be substituted with C_1 - C_4 alkyl radicals,

 R_8 and R_9 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and a -CN radical,

X is chosen from anions,

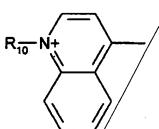
B is chosen from structures B₁ to B₆ below:

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B1

B2

B3



and

B6

in which:

 R_{10} is chosen from C_1 - C_4 alkyl radicals, and

 R_{11} and R_{12} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals;

(c) wherein said compounds of formulae (III) and (III') are chosen from compounds of formulae:

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$$E-D_{1} = D_{2} - (N)_{m} - R_{13}$$

$$X = R_{15} - R_{13}$$

$$(III)$$

$$(III')$$

in which:

 R_{13} is chosen from a hydrogen atom, C_1 - C_4 alkoxy radicals, halogen atoms and an amino radical,

 R_{14} is chosen from a hydrogen atom, C_1 - C_4 alkyl radicals or forms, with a carbon atom of the benzene ring, a heterocycle optionally containing an oxygen heteroatom and/or substituted with at least one radical chosen from C_1 - C_4 alkyl radicals,

R₁₅ is chosen from a hydrogen atom and halogen atoms,

 R_{16} and R_{17} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals,

 D_1 and D_2 , which may be identical or different, are chosen from a nitrogen atom and a -CH group,

m is 0 or 1,

wherein when R_{13} is an unsubstituted amino group, D_1 and D_2 are both a

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-CH group and m is 0,

X is chosen from anions,

E is chosen from structures E_1 to E_8 below:

E1

E2

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and

in which R' is chosen from $C_{17}C_4$ alkyl radicals;

wherein when m is 0 and when D₁ represents a nitrogen atom, E can be

further chosen from structure E9 below:

E9

in which Ry is chosen from C₁-C₄ alkyl radicals;

and

- and wherein said at least one thickening polymer is chosen from polymers comprising/at least one sugar unit.
- ♀.

 The composition according to Claim 1, wherein said keratin fibers are human keratin fibers.

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3 The composition according to Claim 2, wherein said human keratin fibers are hair.

The composition according to Claim 1, wherein in formulae (I), (II), (III) and (III'), the C_1 - C_4 alkyl radicals and the C_1 - C_4 alkoxy radicals are chosen from methyl, ethyl, butyl, methoxy and ethoxy radicals.

The composition according to Claim 1, wherein said anions are chosen from chloride, methyl sulfate and acetate.

The composition according to Claim 1, wherein said halogen atoms of R_3 , R_3 , R_8 , R_9 , R_{13} , and R_{15} are chosen from bromine, chlorine, iodine, and fluorine.

7. The composition according to Claim 1, wherein said at least one thickening polymer comprising at least one sugar unit is chosen from:

(ii)₁ - nonionic guar gums;

(ii)2 - biopolysaccharide dums of microbial origin;

(ii)₃ - gums derived from plant exudates;

(ii)₄ - pectins;

(ii)₅ - alginates;

(ii)₆ - starches; and

(ii), - hydroxyalkylcelluloses and carboxyalkylcelluloses.

 \mathfrak{R} . The composition according to Claim \mathfrak{T} , wherein said

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biopolysaccharide gums of microbial origin are chosen from scleroglucan gum and xanthan gum.

The composition according to Claim χ , wherein said gums derived from exudates are chosen from gum arabic, ghatti gum, karaya gum, gum tragacanth, carrageenan gum, agar gum and carob gum.

The composition according to Claim 1, wherein said at least one cationic direct dye of formula (I) is chosen from compounds of formulae (I 1) to (I 54) below:

$$CH_3$$
 $N = N$
 CH_3
 $N = N$
 CH_3
 CH_3

$$CH_3$$
 $N+$
 CH_3
 CH_3
 CH_3
 CH_3
 CH_3

$$H_3C-N+$$
 $CH=CH CH_3$
 CH_3
 CH_3
 CH_3

$$H_3C-N+$$
 $CH=CH C_2H_4CN$
 C_1
 C_2
 C_3
 C_4
 C_5
 C_5

$$HO-H_4C_2-N+$$
 $CH=CH CH_3$
 CH_3
 CH_3
 CH_3
 CH_3

$$H_3C-N+$$
 $CH=CH CH_3$
 CI
 CH_3

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$$CH_3$$
 $N+$
 $N=$
 $N=$
 $N+$
 CH_3
 CH_3
 CH_3
 CH_3
 CH_3
 CH_3

$$CH_3$$
 $N+$
 $N=$
 CH_3
 CH_3

$$N+$$
 $N+$
 $N+$
 CH_3
 CH_3
 OCH_3
 OCH_3

$$\begin{array}{c|c}
CH_3 \\
N+ \\
N=N- \\
C_2H_5
\end{array}$$

$$CI \cdot (I12)$$

$$CH_3 \quad CI \cdot (I12)$$

$$CH_3$$
 $N+$
 $N=N$
 C_2H_4 -CN
 C_2H_4 -CN
 C_2H_4 -CN

$$\begin{array}{c}
CH_3 \\
N+\\
N=N-\\
CH_3
\end{array}$$

$$CI \quad (114)$$

$$CH_3$$
 $N+$
 $N=N$
 CH_3
 $CH_$

$$H_3C$$
 $N+$
 $N=N$
 C_2H_5
 C_1
 C_1
 C_2H_5

$$\begin{array}{c}
CH_3 \\
N \longrightarrow N + \\
CH_3
\end{array}$$

$$CI \qquad (I18)$$

$$CH_3 \qquad CH_3$$

$$CH_3$$
 $N = N$
 $N = N$
 C_2H_5
 CH_3
 CH_3

$$CH_3$$
 $N = N$
 CI
 CH_2 - CH_2 - CN
 CH_3

$$\begin{array}{c|c} & CH_3 \\ \hline CH_3 \\ \hline CH_3 \\ \end{array} CH_3 \end{array} \qquad CI \qquad (I24)$$

$$CH_3$$
 CH_3
 CH_3

$$\begin{array}{c|c}
CH_3 \\
N+ \\
N=N- \\
N=N- \\
NH_2
\end{array}$$
CI (126)

$$CH_3$$
 $N+$
 CH_2-CH_2-CN
 CH_3
 CH_3
 CH_3

$$CH_3$$
 $N+$
 $N=N$
 CH_3
 $O-CH_3$
 $O-CH_3$
 $O-CH_3$
 $O-CH_3$
 $O-CH_3$
 $O-CH_3$
 $O-CH_3$
 $O-CH_3$
 $O-CH_3$
 $O-CH_3$

$$CH_3$$
 CH_3
 CH_3

$$H_3C-N+$$
 $N=N CH_3$
 CH_3
 CH_3

$$CH_3$$
 $N=N$
 $N=N$
 NH_2
 CI
 $(I31)$
 CH_3

$$N=N$$
 CH_3
 CH_3
 CH_3

$$CH_3$$
 $N=N$
 CH_3
 CH_3
 CH_3
 CH_3
 CH_3
 CH_3

$$H_3C-O$$
 $N=N+$
 $N=N$
 CH_3
 CH_3
 CH_3
 CH_3
 CH_3

$$N = N - NH_2 \qquad CI \qquad (136)$$

$$N + CH_3 \qquad CI$$

$$H_3C-O$$
 $N=N+$
 $N=N$
 CH_3
 CH_3

$$H_3C$$
 O
 $N+$
 CH_3
 CH_3
 CH_3
 CH_3
 CH_3

$$N = N - N = N - CH_3$$

$$CH_3$$

$$CH_3$$

$$CH_3$$

$$H_3C$$
 $N+$
 CH_3
 CH

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$$CH_3$$
 $N+$
 CH_3
 $N+$
 CH_3
 $N+$
 CH_3

$$CH_3$$
 $N+$
 CH_3
 CH_3
 CH_3
 CH_3
 CH_3

$$\begin{array}{c|c}
CH_3 \\
N+ \\
S \\
N=N \\
CN
\end{array}$$

$$\begin{array}{c|c}
CH_3 \\
CH_3
\end{array}$$

$$CI \quad (145)$$

$$CH_3$$
 $N+$
 $N=N$
 CH_3
 CH_3
 CH_3
 CH_3
 CH_3
 CH_3

$$CH_3$$
 CH_3
 CH_3

$$CH_3$$
 $N+$
 $N=N$
 CH_3
 $CH_$

$$\begin{array}{c|c}
 & C_2H_5 \\
\hline
 & N+ \\
 & N=N \\
\hline
 & CH_3 \\
\hline
 & CH_3SO_4
\end{array}$$
(149)

$$N+$$
 $N=N$
 CH_3
 CI
 CI
 CH_3
 CH_3

$$CH_3$$
 $O-CH_3$ $N+$ $N=N O-CH_3$ $O-CH_3$ $O-CH_3$ $O-CH_3$

$$CH_3$$
 $N+$
 CH_2 - CH_2 - CN
 CH_3
 CH_3
 CH_3

The composition according to Claim 10, wherein said at least one cationic direct dye is chosen from said compounds of formulae (I1), (I2), (I14) and (I31).

The composition according to Claim 1, wherein said at least one cationic direct dye of formula (II) is chosen from compounds of formulae (II1) to (II9) below:

$$H_3C$$
 $N=N$
 CH_3
 CH_3
 CH_3
 CH_3

$$N+$$
 $N=N$
 CH_3
 $CH_$

$$H_3C$$
 $N+$
 $N=N$
 CH_3
 $CH_$

$$H_3C$$
 $N+$
 $N=N$
 CH_3
 CH_3
 CH_3SO_4
 CH_3
 CH_3

$$N \cdot N + N + N = N - N \cdot CH_3$$
 $CH_3 \cdot CH_3 \cdot CH_3 \cdot CH_3$

The composition according to Claim 1, wherein said at least one cationic direct dye of formula (III) is chosen from compounds of formulae (III1) to (III18) below:

$$\begin{array}{c|c}
 & CH = N - N \\
 & CH_3
\end{array}$$

$$CH^{-}$$

$$CH^{-}$$

$$CH^{-}$$

$$CH^{-}$$

$$CH^{-}$$

$$CH^{-}$$

$$CH^{-}$$

$$CH^{-}$$

$$H_3C$$
 $N+$
 $CH=N-N$
 $CH=N$
 $CH=N$

$$H_3C$$
 O
 O
 CH_3
 CH_3

$$H_3C-N+$$
 $CH=N-N$
 CH_3SO_4 (III4)

$$H_3C-N+$$
 $CH=N-N$
 CH_3
 CI
 CH_3
 CI
 $(III5)$

$$H_3C-N+$$
 $CH=N-N$
 CH_3SO_4 (III6)

$$CH_3$$
 CH_3
 CH_3

$$H_3C-N+$$
 $CH=N-N$
 CH_3
 CI (III8)

$$H_3C-N+$$
 $CH=N-N$
 CH_3
 CI (III9)

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$$CH=N-N$$
 CH_3SO_4
 CH_3SO_4
 CH_3SO_4

$$CH = N - N - CH_3$$

$$CH_3$$

$$H_3C-N+$$
 $CH=N-N$
 CH_3
 CH_3SO_4
(III13)

$$CH_3$$
 $N = N$
 CH_3
 CH_3
 CI^- (III14)

$$CH=CH CH_3COO$$
 (III15)

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$$H_3C-N+$$
 $CH=CH NH_2$ CH_3COO (III16)

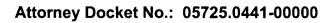
$$H_3C-N+$$
 $CH=N-N CH_3$
 CI (III17)
 CH_3

$$CI \longrightarrow N = N \longrightarrow CI$$
 (III18)
$$H_3C \longrightarrow N + \bigcup_{CH_3}$$

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The composition according to Claim 13; wherein said at least one cationic direct dye of formula (III) is chosen from compounds of formulae (III4), (III5) and (III13).

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15: The composition according to Claim 1, wherein said at least one cationic direct dye of formula (III') is chosen from compounds of formulae (III'1) to (III'3) below:

$$N=N$$
 CH_3
 C

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$$CH_{3} \stackrel{\text{CH}_{3}}{\longrightarrow} N \stackrel{\text{CH}_{3}}{\longrightarrow} N \stackrel{\text{CH}_{3}}{\longrightarrow} CI \qquad (III'2)$$
; and
$$CH_{3} \stackrel{\text{CH}_{3}}{\longrightarrow} N \stackrel{\text{CH}_{3}}{\longrightarrow$$

The composition according to Claim 1, wherein said at least one cationic direct dye of formula (I), (II) or (III') is present in an amount ranging from 0.001 to 10% by weight relative to the total weight of the composition.

The composition according to Claim 16, wherein said at least one cationic direct dye of formula (I), (II), (III) or (III') is present in an amount ranging from 0.005 to 5% by weight relative to the total weight of the composition.

19. The composition according to Claim 18, wherein said hydroxyalkylcelluloses are chosen from hydroxyethylcelluloses and hydroxypropylcelluloses.

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- The composition according to Claim, wherein said at least one thickening polymer is chosen from carboxyalkylcelluloses.
- The composition according to Claim 20, wherein said carboxyalkylcelluloses are carboxymethylcelluloses.
- The composition according to Claim 1, wherein said at least one thickening polymer is a nonionic guar gum modified with C_1 - C_6 hydroxyalkyl groups.
- 23. The composition according to Claim 22, wherein said hydroxyalkyl groups are chosen from hydroxymethyl, hydroxyethyl, hydroxypropyl and hydroxybutyl groups.
- 23
 24. The composition according to Claim-22; wherein said nonionic guar gum has a degree of hydroxyalkylation ranging from 0.4 to 1.2.
- 24
 25. The composition according to Claim 1, wherein said at least one thickening polymer is present in an amount ranging from 0.01 to 10% by weight relative to the total weight of the composition.
- The composition according to Claim 25, wherein said at least one thickening polymer is present in an amount ranging from 0.1 to 5% by weight relative to the total weight of the composition.
- 27. The composition according to Claim 1, wherein said composition further comprises a support chosen from water and a mixture of water and at

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least one organic solvent.

The composition according to Claim 1, wherein said composition has a pH ranging from 2 to 11.

29. The composition according to Claim-28, wherein said composition has a pH ranging from 5 to 10.

30. The composition according to Claim 1, wherein said composition further comprises at least one additional direct dye.

The composition according to Claim 30, wherein said at least one additional direct dye is chosen from nitrobenzene dyes, anthraquinone dyes, napthaquinone dyes, triarylmethane dyes, xanthene dyes and azo dyes.

The composition according to Claim 1, wherein said composition further comprises at least one oxidation base chosen from paraphenylenediamines, bis(phenyl)alkylenediamines, para-aminophenols, orthoaminophenols and heterocyclic bases.

33. The composition according to Claim 32, wherein said at least one oxidation base is present in an amount ranging from 0.0005 to 12% by weight relative to the total weight of the dye composition.

34. The composition according to Claim 33, wherein said at least one oxidation base is present in an amount ranging from 0.005 to 6% by weight relative to the total weight of the dye composition.

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The composition according to Claim 32, wherein said composition further comprises at least one coupler chosen from meta-phenylenediamines, meta-aminophenols, meta-diphenols and heterocyclic couplers.

The composition according to Claim 35, wherein said at least one coupler is present in an amount ranging from 0.0001 to 10% by weight relative to the total weight of the dye composition.

35

37. The composition according to Claim 36, wherein said at least one coupler is present in an amount ranging from 0.005 to 5% by weight relative to the total weight of the dye composition.

37 38. The composition according to Claim 32, wherein said composition further comprises at least one oxidizing agent.

39. The composition according to Claim 38, wherein said at least one oxidizing agent is chosen from hydrogen peroxide, urea peroxide, alkali metal bromates, persalts and enzymes.

40. The composition according to Claim 39, wherein said persalts are chosen from perborates and persulphates.

The composition according to Claim 39, wherein said enyzmes are chosen from peroxidases, lactases, and two-electron oxidoreductases.

42. The composition according to Claim 1, wherein said composition is present in an amount sufficient for lightening dyeing direct dyeing.

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The composition according to Claim 1, wherein said composition further comprises at least one oxidizing agent.

The composition according to Claim 1, wherein said composition is in a form chosen from a liquid, a shampoo, a cream and a gel.

- 45. A process for dyeing keratin fibers, comprising applying a composition for the oxidation dyeing of keratin fibers to said keratin fibers and developing for a period of time sufficient to achieve the desired coloration, wherein said composition comprises:
- (i) at least one cationic direct dye chosen from compounds of formulae (I), (II), (III) and (III') below, and
 - (ii) at least one thickening polymer;
- (a) wherein said compounds of formula (I) are chosen from compounds of formula:

$$A \longrightarrow D \longrightarrow D \longrightarrow R_3$$

$$R_3$$

$$R_2$$

$$(1)$$

in which:

D is chosen from a nitrogen atom and a -CH group,

R₁ and R₂, which may be identical or different, are chosen from a

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hydrogen atom; a 4'-aminophenyl radical; and C_1 - C_4 alkyl radicals which can optionally be substituted with a radical chosen from -CN, -OH and -NH $_2$ radicals; or

R₁ and R₂ form, with each other or with a carbon atom of the benzene ring of formula (I), a heterocycle optionally containing a heteroatom chosen from oxygen and nitrogen, which can be substituted with at least one radical chosen from

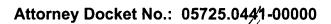
C₁-C₄ alkyl radicals;

R₃ and R'₃, which may be identical or different, are chosen from a hydrogen atom, halogen atoms, a cyano radical, C₁-C₄ alkyl radicals, C₁-C₄ alkoxy radicals and acetyloxy radicals,

X is chosen from anions,

A is chosen from structures A₁ to A₁₉ below:

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$$R_5$$
 $N=N+$

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the state of the contraction of

and

in which:

 R_4 is chosen from C_1 - C_4 alkyl radicals which can be substituted with a hydroxyl radical, and

 R_5 is chosen from C_1 - C_4 alkoxy radicals, and wherein when D represents -CH, when A represents A₄ or A₁₃ and when R_3 is not an alkoxy radical, R_1 and R_2 are not both a hydrogen atom;

(b) wherein said compounds of formula (II) are chosen from

compounds of formula:

$$B-N=N-R_{8}$$

$$X - R_{9}$$

$$R_{7}$$

$$R_{1}$$

$$R_{7}$$

$$R_{1}$$

in which:

R₆ is chosen from a hydrogen atom and C₁-C₄ alkyl radicals,

 R_7 is chosen from a hydrogen atom, alkyl radicals which can be substituted with a species chosen from a -CN radical and an amino group, and a 4'-aminophenyl radical, or forms, with R_6 , a heterocycle optionally comprising at least one heteroatom chosen from oxygen and nitrogen, which can be substituted with C_1 - C_4 alkyl radicals,

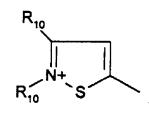
 R_8 and R_9 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and a -CN radical,

X is chosen from anions,

B is chosen from structures B₁ to B₆ below:

$$R_{10}$$
 R_{10}
 R_{10}

and



B5

B6

in which:

R₁₀ is chosen from C₁-C₄ alkyl radicals, and

 R_{11} and R_{12} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals;

(c) wherein said compounds of formulae (III) and (III') are chosen from compounds of formulae:

$$E-D_1 = D_2 - (N)_m - R_{13}$$

$$X - R_{15}$$
(III)

$$E-D_1=D_2$$
 R_{17}
 R_{16}

(III')

in which:

R₁₃ is chosen from a hydrogen atom, C₁-C₄/alkoxy radicals, halogen atoms and an amino radical,

 R_{14} is chosen from a hydrogen atom, C_1 - C_4 alkyl radicals or forms, with a carbon atom of the benzene ring, a heterocycle optionally containing an oxygen heteroatom and/or substituted with at least one to radical chosen from C_1 - C_4 alkyl radicals,

R₁₅ is chosen from a hydrogen atom and halogen atoms,

 R_{16} and R_{17} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals,

 D_1 and D_2 , which may be identical or different, are chosen from a nitrogen atom and a -CH group,

m is 0 or 1,

wherein when R₁₃ is an unsubstituted amino group, D₁ and D₂ are both a

-CH group and m is 0,

X⁻ is chosen from anions,

E is chosen from structures E_1 to E_8 below:

E1

E2

E3

E4

OH

E5

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and

in which R' is chosen from \mathcal{L}_1 -C₄ alkyl radicals;

wherein when m is 0 and when D₁ represents a nitrogen atom, E can be further chosen from structure ₹9 below:

E9 N+

in which R' is ¢hosen from C₁-C₄ alkyl radicals;

and

- and wherein said at least one thickening polymer is chosen from polymers comprising at least one sugar unit.
- .46. The process according to Claim 45, wherein said process further comprises rinsing said fibers, then drying said fibers.

- The process according to Claim 45, wherein said process further comprises rinsing said fibers, washing said fibers with shampoo, a second rinsing of said fibers and drying of said fibers.
- 48. A process for dyeing keratin fibers/comprising separately storing a first composition, separately storing a second composition, thereafter mixing said first and second compositions, applying said mixture to said fibers, and developing for a period of time sufficient to achieve the desired coloration, wherein said first composition comprises at least one cationic direct dye chosen from compounds of formulae (I), (II), (III) and (III') below, at least one thickening polymer and at least one oxidation base,
- wherein said/compounds of formula (I) are chosen from (a) compounds of formula:

in which:

D is chosen from a nitrogen atom and a -CH group,

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(l)

 R_1 and R_2 , which may be identical or different, are chosen from a hydrogen atom; a 4'-aminophenyl radical; and C_1 - C_4 alkyl radicals which can optionally be substituted with a radical chosen from -CN, -OH and -NH $_2$ radicals; or

 R_1 and R_2 form, with each other or with a carbon atom of the benzene ring of formula (I), a heterocycle optionally containing a heteroatom chosen from oxygen and nitrogen, which can be substituted with at least one radical chosen from C_1 - C_4 alkyl radicals;

 R_3 and R'_3 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, a cyano radical, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and acetyloxy radicals,

X is chosen from anions,

A is chosen from structures A₁ to A₁₉ below:

$$R_5$$
 $N=N+$

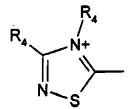
A₁₅

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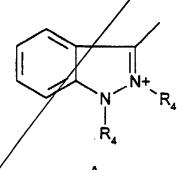
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A₁₆



Α.,



and

R₄

in which:

 R_4 is chosen from C_1 - C_4 alkyl radicals which can be substituted with a hydroxyl radical, and

 R_5 is chosen from C_1 - C_4 alkoxy radicals, and wherein when D represents -CH, when A represents A_4 or A_{13} and when R_3 is not an alkoxy radical, R_1 and R_2 are not both a hydrogen atom;

(b) / wherein said compounds of formula (II) are chosen from

compounds of formula:

$$B-N=N$$

$$X$$

$$R_{9}$$

$$R_{7}$$

$$R_{1}$$

$$R_{9}$$

$$R_{7}$$

$$R_{1}$$

in which:

R₆ is chosen from a hydrogen atom and C₁-C₄ alkyl radicals,

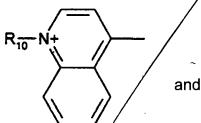
 R_7 is chosen from a hydrogen atom, alkyl radicals which can be substituted with a species chosen from a -CN radical and an amino group, and a 4'-aminophenyl radical, or forms, with R_6 , a heterocycle optionally comprising at least one heteroatom chosen from oxygen and nitrogen, which can be substituted with C_1 - C_4 alkyl radicals,

 R_8 and R_9 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, C_1 - C_4 alkyl radicals C_1 - C_4 alkoxy radicals and a -CN radical,

X is, chosen from anions,

B is chosen from structures B₁ to B₆ below:

B1



B4

B5′

B6

in which:

R₁₀ is chosen from C₁-C₄ alkyl radicals, and

 R_{11} and R_{12} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals;

(c) wherein said compounds of formulae (III) and (III') are chosen from compounds of formulae:

$$E-D_1 = D_2 - (N)_m$$
 R_{15}
 R_{15}
(III)

$$E-D_1=D_2$$

$$X$$

$$R_{17}$$

$$R_{16}$$

$$(III')$$

in which:

 R_{13} is chosen from a hydrogen atom, C_1 - C_4 alkoxy radicals, halogen atoms and an amino radical,

 R_{14} is chosen from a hydrogen atom, C_1 - C_4 alkyl radicals or forms, with a carbon atom of the benzene ring, a heterocycle optionally containing an oxygen heteroatom and/or substituted with at least one radical chosen from C_1 - C_4 alkyl radicals,

R₁₅ is chosen from a hydrogen atom and halogen atoms,

 R_{16} and R_{17} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals,

 D_1 and D_2 , which may be identical or different, are chosen from a nitrogen atom and a -CH group,

m is 0/or 1,

wherein when R₁₃ is an unsubstituted amino group, D₁ and D₂ are both a

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and

in which R' is chosen from C₁-C₄ alkyl/radicals;

wherein when m is 0 and when D represents a nitrogen atom, E can be further chosen from structure E9 below:

R' N+ R'

in which R' is/chosen from C₁-C₄ alkyl radicals;

- and wherein said at least one thickening polymer is chosen from polymers comprising at least one sugar unit; and
 - wherein said second composition comprises at least one oxidizing agent.
 - 49. A process for dyeing keratin fibers, comprising separately storing a first composition,

separately storing a second composition,

thereafter mixing said first and second compositions,

applying said mixture to said fibers, and

developing for a period of time sufficient to achieve the desired coloration,

- wherein said first composition comprises at least one oxidation base, and at least one cationic direct dye chosen from compounds of formulae (I), (II), (III) and (III') below:

(a) wherein said compounds of formula (I) are chosen from compounds of formula:

$$A - D = D - \begin{pmatrix} R'_3 \\ R_3 \end{pmatrix} - N \begin{pmatrix} R_1 \\ R_2 \end{pmatrix}$$
 (I)

in which:

or

D is chosen from a nitrogen atom and a -CH group,

 R_1 and R_2 , which may be identical or different, are chosen from a hydrogen atom; a 4'-aminophenyl radical; and C_1 - C_4 alkyl radicals which can optionally be substituted with a radical chosen from -CN, -OH and -NH₂ radicals;

R₁ and R₂/form, with each other or with a carbon atom of the benzene ring of

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formula (I), a heterocycle optionally containing a heteroatom chosen from oxygen and nitrogen, which can be substituted with at least one radical chosen from C_1 - C_4 alkyl radicals;

 R_3 and R'_3 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, a cyano radical, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and acetyloxy radicals,

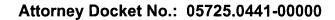
X⁻ is chosen from anions,

A is chosen from structures A₁ to A₁₉ below:

A₁₄

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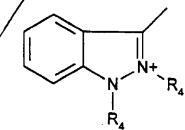


R₄
/N+
/S

A,c

R₄ N+

A17



A₁₈

and

 \mathbb{R}^{4} \mathbb{R}^{4} \mathbb{R}^{4} \mathbb{R}^{4}

in which:

 R_4 is chosen from C_1 - C_4 alkyl radicals which can be substituted with a hydroxyl radical, and

 R_5 is chosen from C_1 - C_4 alkoxy radicals, and wherein when D represents -CH, when A represents A_4 or A_{13} and when R_3 is not an alkoxy radical, R_1 and R_2 are not both a hydrogen atom;

(b) / wherein said compounds of formula (II) are chosen from

compounds of formula:

$$B-N=N$$

$$X$$

$$R_{g}$$

$$R_{7}$$

$$R_{1}$$

$$R_{2}$$

$$R_{3}$$

$$R_{4}$$

$$R_{5}$$

$$R_{7}$$

in which:

R₆ is chosen from a hydrogen atom and C₁-C₄ alkyl radicals,

 R_7 is chosen from a hydrogen atom, alkyl radicals which can be substituted with a species chosen from a -CN radical and an amino group, and a 4'-aminophenyl radical, or forms, with R_6 , a heterocycle optionally comprising at least one heteroatom chosen from oxygen and nitrogen, which can be substituted with C_1 - C_4 alkyl radicals,

 R_8 and R_9 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and a -CN radical,

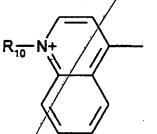
X is chosen from anions,

B is chosen from structures B_1 to B_6 below:

B2

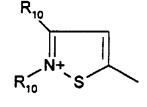
В3

B1



B5

and



B6



in which:

R₁₀ iş/chosen from C₁-C₄ alkyl radicals, and

 R_{11} /and R_{12} , which may be identical or different, are chosen from a hydrogen atom and C₁-C₄ alkyl radicals;

wherein said compounds of formulae (III) and (III') are chosen from compounds of formulae:

$$E-D_{1} = D_{2} - (N)_{m} - R_{13}$$

$$X - R_{15} - R_{13}$$

$$(III)$$

$$(III')$$

in which:

R₁₃ is chosen from a hydrogen atom, C₁-C₄ alkoxy radicals, halogen atoms and an amino radical,

 R_{14} is chosen from a hydrogen atom, C_1 - C_4 alkyl radicals or forms, with a carbon atom of the benzene ring, a heterocycle optionally containing an oxygen heteroatom and/or substituted with at least one radical chosen from C_1 - C_4 alkyl radicals,

R₁₅ is chosen from a hydrogen atom and halogen atoms,

 R_{16} and R_{17} , which may be identical or different, are chosen from a hydrogen atom/and C_1 - C_4 alkyl radicals,

 D_1 and D_2 , which may be identical or different, are chosen from a nitrogen atom and a CH group,

m is 0 or 1,

wherein when R_{13} is an unsubstituted amino group, D_1 and D_2 are both a

-CH group and m is 0,

X⁻ is chosen from anions,

E is chosen from structures E_1 to E_8 below:

E1

E2

E4

OH

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and

in which R' is chosen from C₁-C₄ alkyl radicals;

wherein when m is 0 and when D₁ represents a nitrogen atom, E can be further chosen from structure E9 below:

E9

N+ R'

in which R is chosen from C₁-C₄ alkyl radicals;

and

- wherein said second composition comprises at least one oxidizing agent and at least one thickening polymer,
- wherein said at least one thickening polymer is chosen from polymers comprising at least one sugar unit.

50. A process for dyeing keratin fibers, comprising separately storing a first composition, separately storing a second composition, thereafter mixing said first and second compositions, applying said mixture to said fibers, and developing for a period of time sufficient to achieve the desired coloration, wherein said first composition comprises at least one cationic direct dye chosen from compounds of formulae (I), (II), (III) and (III') below and at least one thickening polymer:

(a) wherein said compounds of formula (I) are chosen from compounds of formula:

 $A - D = D - \begin{pmatrix} R_{1} \\ R_{2} \end{pmatrix} - N \begin{pmatrix} R_{1} \\ R_{2} \end{pmatrix}$ (I)

in which:

D is chosen from a nitrogen atom and a -CH group,

 R_1 and R_2 , which may be identical or different, are chosen from a hydrogen atom; a 4'-aminophenyl radical; and C_1 - C_4 alkyl radicals which can optionally be substituted with a radical chosen from -CN, -OH and -NH $_2$ radicals;

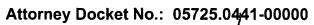
or

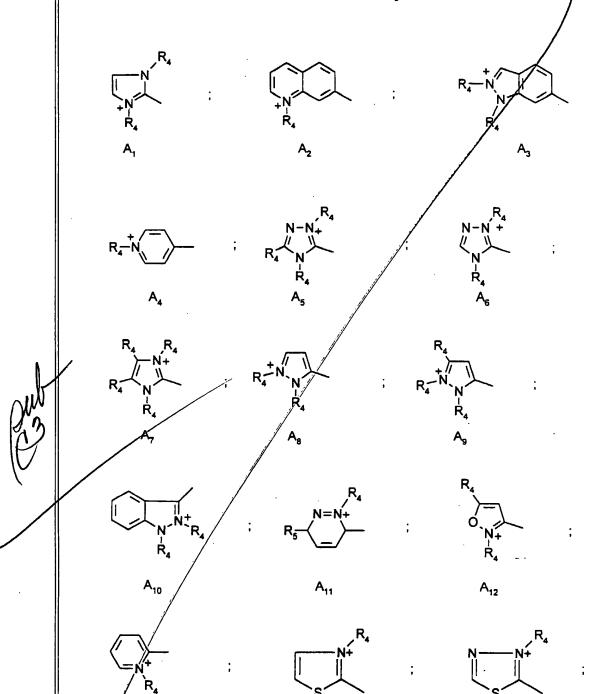
 R_1 and R_2 form, with each other or with a carbon atom of the benzene ring of formula (I), a heterocycle optionally containing a heteroatom chosen from oxygen and nitrogen, which can be substituted with at least one radical chosen from C_1 - C_4 alkyl radicals;

 R_3 and R'_3 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, a cyano radical, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and acetyloxy radicals,

X is chosen from anions,

A is chosen from structures A₁ to A₁₉ below:





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and

in which:

 R_4 is chosen from C_1 - C_4 alkyl radicals which can be substituted with a hydroxyl radical, and

 R_5 is chosen from C_1 - C_4 alkoxy radicals, and wherein when D represents -CH, when A represents A_4 or A_{13} and when R_3 is not an alkoxy radical, R_1 and R_2 are not both a hydrogen atom;

(b) wherein said compounds of formula (II) are chosen from

compounds of formula:

$$B-N=N$$

$$X$$

$$R_{9}$$

$$R_{8}$$

$$R_{7}$$

$$R_{9}$$

$$R_{1}$$

in which:

R₆ is chosen from a hydrogen atom and C₁-C₄ alkyl radicals,

 R_7 is chosen from a hydrogen atom, alkyl radicals which can be substituted with a species chosen from a -CN radical and an amino group, and a A-aminophenyl radical, or forms, with R_6 , a heterocycle optionally comprising at least one heteroatom chosen from oxygen and nitrogen, which can be substituted with C_1 - C_4 /alkyl radicals,

 R_8 and R_9 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, C_1 - C_4 alkyl radicals C_1 - C_4 alkoxy radicals and a -CN radical,

X is chosen from anions,

B is chosen from structures B_1 to B_6 below:

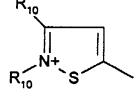
B1

B2

B3

R₁₀

and



B4

B5

B6

in which:

R₁₀ is chosen from C₁-C₄ alkyl radicals, and

R₁₁ and R₁₂,/which may be identical or different, are chosen from a hydrogen atom and C₁-C₄ alkyl radicals;

(c) wherein said compounds of formulae (III) and (III') are chosen from compounds of formulae:

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$$E - D_{1} = D_{2} - (N)_{m} - R_{13}$$

$$X - R_{15}$$
(III)

$$E-D_1=D_2$$

$$R_{17}$$

$$R_{16}$$

$$(III')$$

in which:

 R_{13} is chosen from a hydrogen atom, C_1 - C_4 alkoxy radicals, halogen atoms and an amino radical,

 R_{14} is chosen from a hydrogen atom, C_1 - C_4 alkyl radicals or forms, with a carbon atom of the benzene ring, a heterocycle optionally containing an oxygen beteroatom and/or substituted with at least one radical chosen from C_1 - C_4 alkyl radicals,

R₁₅ is chosen from a hydrogen atom and halogen atoms,

 R_{16} and R_{17} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals,

 ${\rm D_1}$ and ${\rm D_2}$, which may be identical or different, are chosen from a nitrogen atom and a -CH group,

m is 0/or 1,

wherein when R₁₃ is an unsubstituted amino group, D₁ and D₂ are both a

Attorney Docket No.: 05725.0441-00000 -CH group and m is 0, X⁻ is chosen from anions, E is chosen from structures E_1 to E_8 below: E1 E2 OН **E3** E4 **E**5 E7 FINNEGAN, HENDERSON, 115 WASHINGTON, D. C. 20005

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in which R' is chosen from C₁-\(\varphi_4\) alkyl radicals;

wherein when m is 0 and when D₁ represents a nitrogen atom, E can be further chosen from structure E9 below:

E9

in which R' is chosen from C₁-C₄ alkyl radicals;

- wherein said at least one thickening polymer is chosen from polymers comprising/at least one sugar unit; and
- wherein said second composition comprises at least one oxidizing agent.
 - 51. A process for dyeing keratin fibers, comprising separately storing a first composition,

separately storing a second composition,

thereafter mixing said first and second compositions,

applying said mixture to said fibers, and

developing for a period of time sufficient to achieve the desired coloration,

- wherein said first composition comprises at least one cationic direct dye

chosen from compounds of formulae (I), (M), (III) and (III') below:

(a) wherein said compounds of formula (I) are chosen from

compounds of formula:

$$A - D = D - \begin{pmatrix} R_1 \\ R_3 \end{pmatrix} - N \begin{pmatrix} R_1 \\ R_2 \end{pmatrix}$$
 (1)

in which:

D is chosen from/a nitrógen atom and a -CH group,

 R_1 and R_2 , which may be identical or different, are chosen from a hydrogen atom; a 4'-aminophenyl radical; and C_1 - C_4 alkyl radicals which can

optionally be substituted with a radical chosen from -CN, -OH and -NH2 radicals;

or

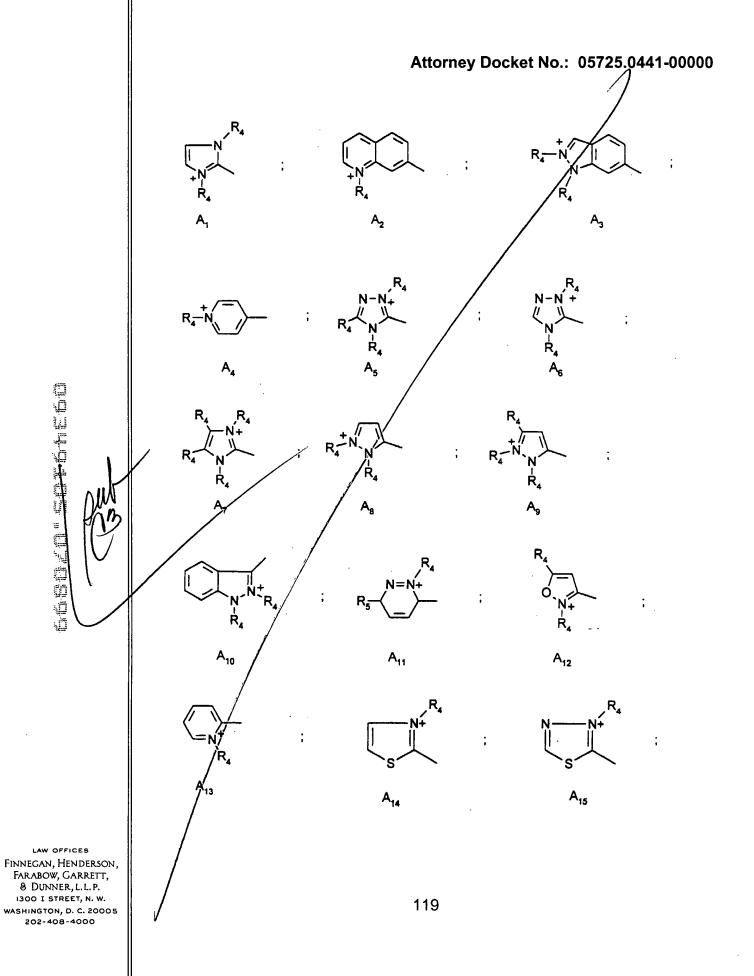
R₁ and R₂ form/with each other or with a carbon atom of the benzene ring of formula (I), a heterocycle optionally containing a heteroatom chosen from oxygen

and nitrogen, which can be substituted with at/least one radical chosen from C₁-C₄ alkyl radicals;

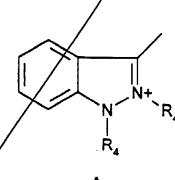
R₃ and R'₃, which may be identical or different, are chosen from a hydrogen atom, halogen atoms, a cyano radical, C₁-C₄ alkyl radicals, C₁-C₄ alkoxy radicals and acetyloxy radicals,

X is chosen from anions,

A is chosen from structures A_1 to A_{19} below:



R₄ N+



A₁₆

A₁₇

A₁₈

and



N+ A

in which:

 R_4 is chosen from C_1 - C_4 alkyl radicals which can be substituted with a hydroxyl radical, and

 R_5 is chosen from C_1 - C_4 alkoxy radicals, and wherein when D represents -CH, when A represents A_4 or A_{13} and when R_3 is not an alkoxy radical, R_1 and R_2 are not both a hydrogen atom;

(b) wherein said compounds of formula (II) are chosen from

compounds of formula:

$$B-N=N$$

$$X$$

$$R_{9}$$

$$R_{7}$$

$$R_{7}$$

$$R_{9}$$

$$R_{7}$$

in which:

R₆ is chosen from a hydrogen atom and C₁-C₄ alkyl radicals,

 R_7 is chosen from a hydrogen atom, alkyl radicals which can be substituted with a species chosen from a -CN radical and an amino group, and a 4'-aminophenyl radical, or forms, with R_6 , a heterocycle optionally comprising at least one heteroatom chosen/from oxygen and nitrogen, which can be substituted with C_1 - C_4 alkyl/radicals,

 R_8 and R_9 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and a -CN radical,

X is chosen from anions,

B is chosen from structures B₁ to B₆ below:

; N N+

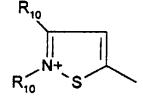
R₁₁ N S

B1

B2

⁽12 B3

R₁₀ N+



and

B4

B5/

B6

in which:

R₁₀ is chosen from C₁-C₄ alkyl radicals, and

 R_{11} and R_{12} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals;

(c) wherein said compounds of formulae (III) and (III') are chosen from compounds of formulae:

$$E-D_1 = D_2 - (N)_m$$
 R_{14}
 R_{15}
 R_{15}
(III)

$$E-D_1=D_2$$
 $X^ R_{17}$
 R_{16}
(III')

in which:

R₁₃ is chosen from a hydrogen atom, C₁-C₄ alkoxy radicals, halogen atoms and an amino radical,

 R_{14} is chosen from a hydrogen atom, C_1 - C_4 alkyl radicals or forms, with a carbon atom of the benzene ring, a heterocycle optionally containing an oxygen heteroatom and/or substituted with at least one radical chosen from C_1 - C_4 alkyl radicals,

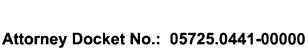
R₁₅ is chosen from a hydrogen atom and halogen atoms,

 R_{16} and R_{17} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals,

 D_1 and D_2 , which may be identical or different, are chosen from a nitrogen atom and a CH group,

m,is 0 or 1,

wherein when R_{13} is an unsubstituted amino group, D_1 and D_2 are both a



-CH group and m is 0,

X⁻ is chosen from anions,

E is chosen from structures E_1^* to E_8 below:

E1

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and

in which R' is chosen from C₁-C₄ alkyl radicals;

wherein when m is 0 and when D_1 represents a nitrogen atom, E can be further chosen from structure E9 below:

in which R' is chosen from C₁-C₄ alkyl radicals;

- wherein said second composition comprises at least one oxidizing agent and at least one thickening polymer,
- wherein said at least one thickening polymer is chosen from polymers comprising at least one sugar unit.
 - 52. A multi-compartment dyeing kit, comprising at least two separate

compartments, wherein a first compartment contains a first composition and a second compartment contains a second composition,

- wherein said first composition comprises at least one cationic direct dye chosen from compounds of formulae (I), (II), (III) and (III') below, at least one thickening polymer and at least one oxidation base:
- (a) wherein said compounds of formula (I) are chosen from compounds of formula:

$$A \longrightarrow D \longrightarrow D \longrightarrow R_3$$

$$R_1$$

$$R_2$$
(I)

in which:

D is chosen from a nitrogen atom and a -CH group,

 R_1 and R_2 , which may be identical or different, are chosen from a hydrogen atom; a 4'-aminophenyl radical; and C_1 - C_4 alkyl radicals which can optionally be substituted with a radical chosen from -CN, -OH and -NH $_2$ radicals; or

 R_1 and R_2 form, with each other or with a carbon atom of the benzene ring of formula (I), a heterocycle optionally containing a heteroatom chosen from oxygen and nitrogen, which can be substituted with at least one radical chosen from

C₁-C₄ alkyl radicals;

 R_3 and R'_3 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, a cyano radical, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and acetyloxy radicals,

X⁻ is chosen from anions,

A is chosen from structures A_1 to A_{19} below:

and

in which:

 R_4 is chosen from $C_1\text{-}C_4$ alkyl radicals which can be substituted with a hydroxyl radical, and

 R_5 is chosen from C_1 - C_4 alkoxy radicals, and wherein when D represents -CH, when A represents A_4 or A_{13} and when R_3 is not an alkoxy radical, R_1 and R_2 are not both a hydrogen atom;

(b) wherein said compounds of formula (II) are chosen from

compounds of formula:

$$B-N=N$$

$$X$$

$$R_9$$

$$R_7$$
(II)

in which:

R₆ is chosen from a hydrogen atom and C₁-C₄ alkyl radicals,

 R_7 is chosen from a hydrogen atom, alkyl radicals which can be substituted with a species chosen from a -CN radical and an amino group, and a 4'-aminophenyl radical, or forms, with R_6 , a heterocycle optionally comprising at least one heteroatom chosen from oxygen and nitrogen, which can be substituted with C_1 - C_4 alkyl radicals,

 R_8 and R_9 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and a -CN radical,

X⁻ is chosen from anions,

B is chosen from structures B₁ to B₆ below:

$$R_{10}$$
 R_{10}
 R

in which:

 $R_{\scriptscriptstyle 10}$ is chosen from $C_{\scriptscriptstyle 1}\text{-}C_{\scriptscriptstyle 4}$ alkyl radicals, and

 R_{11} and R_{12} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals;

(c) wherein said compounds of formulae (III) and (III') are chosen from compounds of formulae:

$$E-D_{1} = D_{2} - (N)_{m} - R_{13}$$

$$X = R_{15}$$

$$R_{16}$$

$$(III)$$

$$(III')$$

in which:

 R_{13} is chosen from a hydrogen atom, C_1 - C_4 alkoxy radicals, halogen atoms and an amino radical,

 R_{14} is chosen from a hydrogen atom, C_1 - C_4 alkyl radicals or forms, with a carbon atom of the benzene ring, a heterocycle optionally containing an oxygen heteroatom and/or substituted with at least one radical chosen from C_1 - C_4 alkyl radicals,

R₁₅ is chosen from a hydrogen atom and halogen atoms,

 R_{16} and R_{17} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals,

 D_1 and D_2 , which may be identical or different, are chosen from a nitrogen atom and a -CH group,

m is 0 or 1,

wherein when R₁₃ is an unsubstituted amino group, D₁ and D₂ are both a

-CH group and m is 0,

X⁻ is chosen from anions,

E is chosen from structures E_1 to E_8 below:

E1

and

in which R' is chosen from C_1 - C_4 alkyl radicals;

wherein when m is 0 and when D₁ represents a nitrogen atom, E can be further chosen from structure E9 below:

in which R' is chosen from C₁-C₄ alkyl radicals;

- wherein said at least one thickening polymer is chosen from polymers comprising at least one sugar unit; and
- wherein said second composition comprises at least one oxidizing agent.
 - 53. A multi-compartment dyeing kit, comprising at least two separate

compartments, wherein a first compartment contains a first composition and a second compartment contains a second composition,

- wherein said first composition comprises at least one oxidation base and at least one cationic direct dye chosen from compounds of formulae (I), (II) and (III') below:
- (a) wherein said compounds of formula (I) are chosen from compounds of formula:

$$A \longrightarrow D \longrightarrow D \longrightarrow R_3$$

$$X \longrightarrow R_2$$

$$R_2$$

$$(1)$$

in which:

D is chosen from a nitrogen atom and a -CH group,

 R_1 and R_2 , which may be identical or different, are chosen from a hydrogen atom; a 4'-aminophenyl radical; and C_1 - C_4 alkyl radicals which can optionally be substituted with a radical chosen from -CN, -OH and -NH $_2$ radicals; or

R₁ and R₂ form, with each other or with a carbon atom of the benzene ring of formula (I), a heterocycle optionally containing a heteroatom chosen from oxygen and nitrogen, which can be substituted with at least one radical chosen from

C₁-C₄ alkyl radicals;

 R_3 and R'_3 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, a cyano radical, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and acetyloxy radicals,

X⁻ is chosen from anions,

A is chosen from structures A_1 to A_{19} below:

and

in which:

 R_4 is chosen from $C_1\text{-}C_4$ alkyl radicals which can be substituted with a hydroxyl radical, and

 R_5 is chosen from C_1 - C_4 alkoxy radicals, and wherein when D represents -CH, when A represents A_4 or A_{13} and when R_3 is not an alkoxy radical, R_1 and R_2 are not both a hydrogen atom;

(b) wherein said compounds of formula (II) are chosen from

compounds of formula:

$$B-N=N- \begin{array}{c} R_8 \\ \hline \\ X \end{array} \qquad \begin{array}{c} R_8 \\ \hline \\ R_7 \end{array} \qquad (II)$$

in which:

R₆ is chosen from a hydrogen atom and C₁-C₄ alkyl radicals,

 R_7 is chosen from a hydrogen atom, alkyl radicals which can be substituted with a species chosen from a -CN radical and an amino group, and a 4'-aminophenyl radical, or forms, with R_6 , a heterocycle optionally comprising at least one heteroatom chosen from oxygen and nitrogen, which can be substituted with C_1 - C_4 alkyl radicals,

 R_8 and R_9 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and a -CN radical,

X⁻ is chosen from anions,

B is chosen from structures B₁ to B₆ below:

$$R_{10}$$
 R_{10}
 R

in which:

R₁₀ is chosen from C₁-C₄ alkyl radicals, and

 R_{11} and R_{12} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals;

(c) wherein said compounds of formulae (III) and (III') are chosen from compounds of formulae:

$$E-D_{1} = D_{2} - (N)_{m} - R_{13}$$

$$X - R_{15} - R_{13}$$

$$(III)$$

$$(III')$$

in which:

 R_{13} is chosen from a hydrogen atom, C_1 - C_4 alkoxy radicals, halogen atoms and an amino radical,

 R_{14} is chosen from a hydrogen atom, C_1 - C_4 alkyl radicals or forms, with a carbon atom of the benzene ring, a heterocycle optionally containing an oxygen heteroatom and/or substituted with at least one to radical chosen from C_1 - C_4 alkyl radicals,

R₁₅ is chosen from a hydrogen atom and halogen atoms,

 R_{16} and R_{17} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals,

 D_1 and D_2 , which may be identical or different, are chosen from a nitrogen atom and a -CH group,

m is 0 or 1,

wherein when R₁₃ is an unsubstituted amino group, D₁ and D₂ are both a

-CH group and m is 0,

X⁻ is chosen from anions,

E is chosen from structures E_1 to E_8 below:

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in which R' is chosen from C_1 - C_4 alkyl radicals;

wherein when m is 0 and when D_1 represents a nitrogen atom, E can be further chosen from structure E9 below:

in which R' is chosen from C₁-C₄ alkyl radicals;

- wherein said second composition comprises at least one oxidizing agent and at least one thickening polymer,
- wherein said at least one thickening polymer is chosen from polymers comprising at least one sugar unit.
 - 54. A multi-compartment dyeing kit, comprising at least two separate

compartments, wherein a first compartment contains a first composition and a second compartment contains a second composition,

- wherein said first composition comprises at least one thickening polymer and at least one cationic direct dye chosen from compounds of formulae (I), (II), (III) and (III') below:
- (a) wherein said compounds of formula (I) are chosen from compounds of formula:

$$A - D = D - \begin{pmatrix} R'_3 \\ R_3 \end{pmatrix} - N \begin{pmatrix} R_1 \\ R_2 \end{pmatrix}$$
 (I)

in which:

D is chosen from a nitrogen atom and a -CH group,

 R_1 and R_2 , which may be identical or different, are chosen from a hydrogen atom; a 4'-aminophenyl radical; and C_1 - C_4 alkyl radicals which can optionally be substituted with a radical chosen from -CN, -OH and -NH $_2$ radicals; or

R₁ and R₂ form, with each other or with a carbon atom of the benzene ring of formula (I), a heterocycle optionally containing a heteroatom chosen from oxygen and nitrogen, which can be substituted with at least one radical chosen from

C₁-C₄ alkyl radicals;

 R_3 and R'_3 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, a cyano radical, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and acetyloxy radicals,

X is chosen from anions,

A is chosen from structures A_1 to A_{19} below:

and

in which:

 R_4 is chosen from $C_1\text{-}C_4$ alkyl radicals which can be substituted with a hydroxyl radical, and

 R_5 is chosen from C_1 - C_4 alkoxy radicals, and wherein when D represents -CH, when A represents A_4 or A_{13} and when R_3 is not an alkoxy radical, R_1 and R_2 are not both a hydrogen atom;

(b) wherein said compounds of formula (II) are chosen from

compounds of formula:

$$B-N=N$$

$$X$$

$$R_{9}$$

$$R_{7}$$

$$(II)$$

in which:

R₆ is chosen from a hydrogen atom and C₁-C₄ alkyl radicals,

 R_7 is chosen from a hydrogen atom, alkyl radicals which can be substituted with a species chosen from a -CN radical and an amino group, and a 4'-aminophenyl radical, or forms, with R_6 , a heterocycle optionally comprising at least one heteroatom chosen from oxygen and nitrogen, which can be substituted with C_1 - C_4 alkyl radicals,

 R_8 and R_9 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and a -CN radical,

X⁻ is chosen from anions,

B is chosen from structures B₁ to B₆ below:

$$R_{10}$$
 R_{10}
 R

in which:

 $\ensuremath{R_{10}}$ is chosen from $\ensuremath{C_1\text{-}C_4}$ alkyl radicals, and

 R_{11} and R_{12} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals;

(c) wherein said compounds of formulae (III) and (III') are chosen from compounds of formulae:

$$E-D_{1}=D_{2}-(N)_{m}$$

$$X = R_{15}$$

$$R_{15}$$

$$R_{17} = R_{16}$$

$$R_{16}$$

$$R_{16}$$

$$R_{11}$$

$$R_{11}$$

$$R_{11}$$

$$R_{11}$$

$$R_{11}$$

in which:

 R_{13} is chosen from a hydrogen atom, C_1 - C_4 alkoxy radicals, halogen atoms and an amino radical,

 R_{14} is chosen from a hydrogen atom, C_1 - C_4 alkyl radicals or forms, with a carbon atom of the benzene ring, a heterocycle optionally containing an oxygen heteroatom and/or substituted with at least one radical chosen from C_1 - C_4 alkyl radicals,

R₁₅ is chosen from a hydrogen atom and halogen atoms,

 R_{16} and R_{17} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals,

 D_1 and D_2 , which may be identical or different, are chosen from a nitrogen atom and a -CH group,

m is 0 or 1,

wherein when R₁₃ is an unsubstituted amino group, D₁ and D₂ are both a

-CH group and m is 0,

X is chosen from anions,

E is chosen from structures E_1 to E_8 below:

E1

E3

R' N

OH

E7

and

in which R' is chosen from C_1 - C_4 alkyl radicals;

wherein when m is 0 and when D₁ represents a nitrogen atom, E can be further chosen from structure E9 below:

in which R' is chosen from C₁-C₄ alkyl radicals;

-wherein said at least one thickening polymer is chosen from polymers comprising at least one sugar unit; and

- wherein said second composition comprises at least one oxidizing agent.
- 55. A multi-compartment dyeing kit, comprising at least two separate compartments, wherein a first compartment contains a first composition and a

second compartment contains a second composition, -

- wherein said first composition comprises at least one cationic direct dye chosen from compounds of formulae (I), (II), (III) and (III') below:
- (a) wherein said compounds of formula (I) are chosen from compounds of formula:

$$A - D = D - \begin{pmatrix} R'_3 \\ R_3 \end{pmatrix} - N \begin{pmatrix} R_1 \\ R_2 \end{pmatrix}$$
 (I)

in which:

D is chosen from a nitrogen atom and a -CH group,

 R_1 and R_2 , which may be identical or different, are chosen from a hydrogen atom; a 4'-aminophenyl radical; and C_1 - C_4 alkyl radicals which can optionally be substituted with a radical chosen from -CN, -OH and -NH $_2$ radicals; or

 R_1 and R_2 form, with each other or with a carbon atom of the benzene ring of formula (I), a heterocycle optionally containing a heteroatom chosen from oxygen and nitrogen, which can be substituted with at least one radical chosen from C_1 - C_4 alkyl radicals;

 $\ensuremath{\mathsf{R}}_3$ and $\ensuremath{\mathsf{R}}'_3$, which may be identical or different, are chosen from a

hydrogen atom, halogen atoms, a cyano radical, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and acetyloxy radicals,

X⁻ is chosen from anions,

A is chosen from structures A_1 to A_{19} below:

and

in which:

 R_4 is chosen from $C_1\text{-}C_4$ alkyl radicals which can be substituted with a hydroxyl radical, and

 R_5 is chosen from C_1 - C_4 alkoxy radicals, and wherein when D represents -CH, when A represents A_4 or A_{13} and when R_3 is not an alkoxy radical, R_1 and R_2 are not both a hydrogen atom;

(b) wherein said compounds of formula (II) are chosen from

compounds of formula:

in which:

R₆ is chosen from a hydrogen atom and C₁-C₄ alkyl radicals,

 R_7 is chosen from a hydrogen atom, alkyl radicals which can be substituted with a species chosen from a -CN radical and an amino group, and a 4'-aminophenyl radical, or forms, with R_6 , a heterocycle optionally comprising at least one heteroatom chosen from oxygen and nitrogen, which can be substituted with C_1 - C_4 alkyl radicals,

 R_8 and R_9 , which may be identical or different, are chosen from a hydrogen atom, halogen atoms, C_1 - C_4 alkyl radicals, C_1 - C_4 alkoxy radicals and a -CN radical,

X⁻ is chosen from anions,

B is chosen from structures B_1 to B_6 below:

$$R_{10}$$
 R_{10}
 R_{10}
 R_{10}
 R_{11}
 R_{12}
 R_{12}
 R_{13}
 R_{14}
 R_{10}
 R

in which:

 $R_{\rm 10}$ is chosen from $C_{\rm 1}\text{-}C_{\rm 4}$ alkyl radicals, and

 R_{11} and R_{12} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals;

(c) wherein said compounds of formulae (III) and (III') are chosen from compounds of formulae:

$$E-D_{1} = D_{2} - (N)_{m} - R_{13}$$

$$X \cdot R_{15} - R_{13} - R_{15} - R_{16} - R_{16$$

in which:

 R_{13} is chosen from a hydrogen atom, C_1 - C_4 alkoxy radicals, halogen atoms and an amino radical,

 R_{14} is chosen from a hydrogen atom, C_1 - C_4 alkyl radicals or forms, with a carbon atom of the benzene ring, a heterocycle optionally containing an oxygen heteroatom and/or substituted with at least one radical chosen from C_1 - C_4 alkyl radicals,

R₁₅ is chosen from a hydrogen atom and halogen atoms,

 R_{16} and R_{17} , which may be identical or different, are chosen from a hydrogen atom and C_1 - C_4 alkyl radicals,

 $\ensuremath{D_1}$ and $\ensuremath{D_2}$, which may be identical or different, are chosen from a nitrogen atom and a -CH group,

m is 0 or 1,

wherein when R_{13} is an unsubstituted amino group, D_1 and D_2 are both a



-CH group and m is 0,

X⁻ is chosen from anions,

E is chosen from structures E_1 to E_8 below:

E1

E3

OH

E7

and

in which R' is chosen from $C_1\text{-}C_4$ alkyl radicals;

wherein when m is 0 and when D₁ represents a nitrogen atom, E can be further chosen from structure E9 below:

in which R' is chosen from $C_1\text{-}C_4$ alkyl radicals;

- wherein said second composition comprises at least one oxidizing agent and at least one thickening polymer,
- wherein said at least one thickening polymer is chosen from polymers comprising at least one sugar unit.